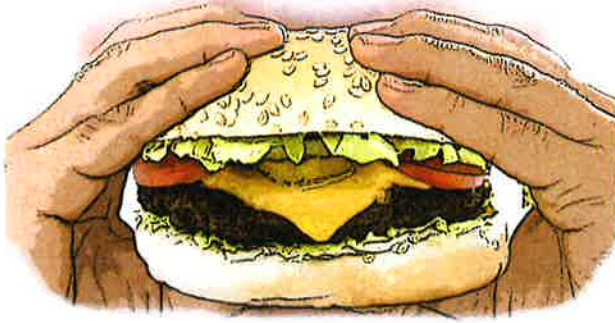


# TASTE OF HAMBURG-ER FESTIVAL—2022



Located in historic Hamburg, PA the Taste of Hamburger Festival has grown into one of the most famous festivals on the east coast. Over 200 vendors participate, ranging from burger stands and miscellaneous food vendors to artisans and crafters, home based businesses, and activity stands for both the young and the young at heart—all lining the streets of downtown Hamburg for this one day event held yearly on Labor Day Saturday.

## Our History

The Taste of Hamburger Festival began in 2004 and has grown by leaps and bounds. The first year encompassed three blocks of the downtown—it now covers eight. Starting with 35 stands, the festival has exploded to over 200 vendors participating. The event was recently named one of the top 10 festivals to attend in PA!



## Our Purpose

The Taste of Hamburg-er Festival is presented by Our Town Foundation, Hamburg's non-profit community revitalization corporation. We are a volunteer driven organization with a mission to revitalize, preserve, and promote downtown historic Hamburg for our families and future generations to enjoy.

## Our Audience

This family friendly event attracts hamburger-loving attendees from beyond the confines of the Greater Reading/Berks County area. Our attendance has grown from a few hundred to tens of thousands, coming from all over the east coast and beyond for the experience.



## Our Featured Attractions

We have a little something for everyone! Lots of burgers, two beer and wine gardens, artisans and crafters, numerous contests, downtown shopping AND four stages of non-stop entertainment! And don't miss the highlight of the festival—the Professional Burger Eating Competition! There are plenty of kid's activities too including gem mining, rock climbing, face painting, carnival games, and inflatables.

Visit us at [www.tasteofhamburger.com](http://www.tasteofhamburger.com)  
Like us on [Facebook.com/tasteofhamburger](https://www.facebook.com/tasteofhamburger)  
Contact us at 610-562-3106 or email [otfmanager@aol.com](mailto:otfmanager@aol.com)  
For further information on Hamburg, visit [www.hamburgpa.org](http://www.hamburgpa.org)



# Taste of Hamburger General Sponsor Benefits 2022

	Title \$10,000	Super Sonic \$5,000	Sonic \$2,500	Whopper \$1,000	Big Mac \$500	Quarter Pounder \$250	The "Dutch" Burger \$100	Condiment
Business named as presenter of event on print, radio, and social media advertising	Yes							
Advertising space in official festival guide (distributed to Reading Eagle subscribers a week prior and to festival attendees)	Full Page	Half Page	Quarter Page	Name Listing & Logo	Name Listing & Logo	Name Listing	Name Listing	Name Listing
Complimentary vendor space for promotional display	30' x 10'	20' x 10'	10' x 10'	10' x 10'				
Live remote radio coverage	On-air Interview	On-air Interview	On-air Interview	Radio Tag Lines				
30 second spot of self-created stage advertisement in between each act (wording provided by your company)	Yes	Yes	Yes					
Business will be tagged in social media posts	Minimum of 30 Posts	Minimum of 20 Posts	Minimum of 10 Posts					
Hanging of a banner provided by your business	Yes	Yes	Yes	Yes	Yes			
Business mention at all entertainment areas during music breaks	Yes	Yes	Yes	Yes				
Free parking vouchers	10	6	4	4	4	2	1	
Free pieces of festival merchandise	4	3	2	2	2	1		
Complimentary tickets to the Hamburg Strand Theater	4	4	2	2	2	2		
Distribution of literature at the hospitality area (provided by your business)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Recognition on tasteofhamburger.com (official website for the festival)	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Name Listing	Name Listing
Federal tax deduction of 100% of sponsorship (we are a 501(c)3 organization)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

\*Please select your level of sponsorship participation on the Sponsor Registration Form\*



# TASTE OF HAMBURG-er FESTIVAL

## SPONSOR REGISTRATION FORM

**Saturday, September 3, 2022 10:00 am - 6:00 pm**

Please return this form with your payment to: Taste of Hamburg-er Festival, C/O Our Town Foundation, 320 State Street, Hamburg PA 19526. Send business logos in a jpeg format to [otfassistant@verizon.net](mailto:otfassistant@verizon.net) when submitting your sponsorship application. Questions? Call 610-562-3106

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Business tagline: \_\_\_\_\_

### PAYMENT OPTION

Method of Payment (please mark):  Check (made payable to Taste of Hamburg-er Festival)  Credit Card

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

### SELECT LEVEL OF SPONSORSHIP PARTICIPATION

Title \$10,000

Big Mac \$500

Super Sonic \$5,000

Quarter Pounder \$250

Sonic \$2,500

The "Dutch" Burger \$100

Whopper \$1,000

Condiment (other amount)

**To be included in print advertising, please respond no later than July 30th. For sponsorships of \$250 or more, please forward your logo in jpeg format to [otfassistant@verizon.net](mailto:otfassistant@verizon.net)**